

REMARKS

Applicants have carefully reviewed the Office Action dated June 3, 2003. Applicants have amended Claims 1 and 11 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-10 and 21 stand rejected under 35 U.S.C. §102(a) as being anticipated by *Knowles et al.* This rejection is respectfully traversed with respect to the amended claims.

Applicants' present inventive concept, as defined by the amended claims, is directed toward the concept of an associative or relational database disposed at a remote location that has a list of bar codes or product codes that exist on products that are in the marketplace. These bar codes are used for a purpose other than routing on the Web. There is no inherent routing information associated therewith. They have an entirely different functionality than that for routing. In the relational database, there is provided an association between the encoded information in the bar code, i.e., the UPC code, and routing information on the network. Whenever a bar code is scanned, it is automatically sent to the relational database location. This requires that a message packet be generated and the UPC information sent to the remote location where the relational database is stored. If there is an association in the relational database, then the system at the database location will send an instructional code forcing the user computer at the user location to connect to a predefined location on the Web, that is defined in the relational database. Therefore, once the scanning operation is facilitated, the remaining operation is automatic and requires no user intervention. In this mode, the control of the user computer is turned over to the remote location.

The *Knowles et al.* reference is directed toward a system that provides URL-encoded bar code symbols. Whenever the bar code symbol is scanned, the system will extract the URL information typically in the form of "xxx.xxx.xxx.xxx" and then forward this to a browser program. The browser program then merely inserts this into an input field that will cause the browser to link to a location in the network. Typically, one can use a conventional browser program to do such by merely entering the instruction CTL-O which will open a window, requiring the input of the URL address. Once the URL address is placed in there and accepted, the browser will go directly to that URL address, or attempt to

do so. However, *Knowles et al.* does not describe sending the product code information to a remote location on the Web for the purpose of then extracting a related URL therefrom for forwarding back to the user location. *Knowles et al.* is primarily concerned with encoding the URL into the bar code. This is one of the advantages of Applicants' present invention in that long codes are not required to define the URL and, further, URLs change. For example, although it was indicated that a basic URL is "xxx.xxx.xxx.xxx," some URLs can be considerably longer, as they will have directors and commands associated therewith. To encode all of this information into a bar code is unwieldy and would exceed the length of a typical UPC bar code. Further, the UPC encoded bar code will not only have a single functionality, it will have no set length. As such, *Knowles et al.* is not believed to either anticipate or obviate Applicants' present inventive concept, as defined by the amended claims. Therefore, Applicants respectfully request withdrawal of the 35 USC §102 rejection with respect to Claims 1-10 and 21.

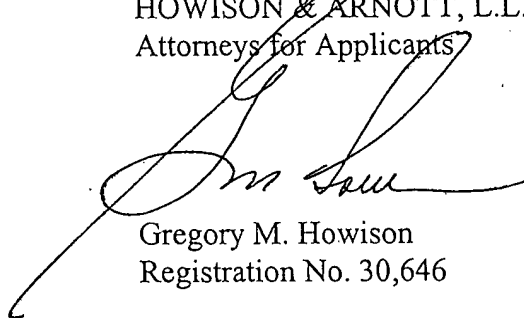
Claims 11-20 and 22 stand rejected under 35 USC §102(e) as being anticipated by *Knowles et al.* This rejection is respectfully traversed with respect to the amended claims.

Claim 11, the independent claim, is substantially the same as Claim 1 with respect to the limitations therein. The reasons described above with respect to Claim 1 being patentable over *Knowles et al.* apply to Claim 11. Therefore, Applicants believe that Claims 11-20 and 22 are not anticipated or obviated by *Knowles et al.* The withdrawal of the rejection under 35 USC §102 is respectfully requested.

Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims as

amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,734 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,  
HOWISON & ARNOTT, L.L.P.  
Attorneys for Applicants

A handwritten signature in black ink, appearing to read 'Gregory M. Howison', is written over the typed name and firm name.

Gregory M. Howison  
Registration No. 30,646

GMH:keb

P.O. Box 741715  
Dallas, Texas 75374-1715  
Tel: 972-479-0462  
Fax: 972-479-0464  
December 2, 2003